

# CityCollegeNews

A newsletter for staff, faculty and alumni of George Brown College

MARCH 30, 2005 VOL. 22 NO. 7

## Campaigning for "education that's worth more"

It has been over a month since Ontario's 24 colleges launched an aggressive campaign in support of former premier Bob Rae's recommendation for increased funding to colleges.

To date, 930 members of the George Brown community have signed the online petition, found at [www.fundcollegesnow.ca](http://www.fundcollegesnow.ca), asking the province to invest in "education that's worth more."

Collectively, the colleges have submitted close to 15,000 signatures. St. Lawrence, Fanshawe, Algonquin, George Brown and Centennial make up the top five schools with the greatest support so far.

"Many of you acted immediately by registering with the ACAATO online petition and for that I would like to extend my appreciation," said George Brown president Anne Sado. "Some members of the college have signed and e-mailed letters to the key government officials who will shape this year's budget."

The Rae Review recommends that the government inject \$400 million into the college system by 2007-08 to strengthen its ability to deliver quality education and training for future generations of the workforce.

Currently, Ontario colleges rank last in per student funding among the 10 provinces and have lower per student funding than secondary schools and universities.

"More jobs now require some level of post-secondary training — including more



Campaign posters and buttons calling for government funding of colleges were unveiled during the annual ACAATO conference in February where attendees snatched them up immediately to show their support.

in the skilled trades," Rae said in his Feb. 7 report on post-secondary education. "The world is not standing still. Neither should Ontario."

The advocacy campaign, organized by ACAATO, also includes advertising with slogans such as "Donald trained one apprentice this year. We trained 25,000." The ads, printed in bold, red letters, have run in the major daily newspapers and are posted in bus shelters and on college campuses.

If you know of a great spot to hang a campaign poster at George Brown, or wish

to pick up a button in support of the cause, contact Neil McGillivray at ext. 2060.

As the government begins preparing for the 2005 Ontario budget, staff, faculty and admin are encouraged to do more by making sure they have signed the online petition, by writing to various government offices, by contacting their MPP or by starting their own petition.

If you would like to get involved further, please contact Cathie Pak at [cpak@gbrownc.on.ca](mailto:cpak@gbrownc.on.ca).



## Food and Beverage Management student mixes winning combination

Carmen Amato, a Food and Beverage Management student, recently won the Grand Marrier Design-a-Drink contest for his refreshing Grand Mirage beverage. Amato was awarded \$1,000 and a gift basket full of Grand Marrier goodies. Here's his winning recipe:

### Grand Mirage

Fill a shaker halfway with ice; add 1/2 oz. of Grand Marrier and 1 oz. of Skyy Vodka.

Add 1 1/2 oz. each of pineapple juice and passion fruit juice; shake well.

Strain and pour slowly into a martini glass. To finish, drizzle in 1/2 oz. of Blue Curacao. Garnish with a wedge of pineapple and serve.

## UPCOMING EVENTS

### Callaloo

April 4, 2005

Come and watch as the drama unfolds in this multicultural production about the devastating impact of HIV/AIDS. Tickets are \$5.00 in advance and \$7.00 at the door. All proceeds go to the Stephen Lewis Foundation. Call ext. 3686 for more details or log onto <http://www.georgebrown.ca/events.html> for times and locations.

### Technology in the City

April 5, 2005

This popular event is back for its fourth year at Casa Loma campus where high school students will compete for tuition prizes, middle and high school students will tour the facilities and get a taste of college campus life, technology experts will share their views on the changing face of leadership in this sector and current George Brown students will showcase their inventions. More info on Tech in the City can be found at [www.georgebrown.ca/techcity/index.html](http://www.georgebrown.ca/techcity/index.html).

### Quench 2005 –

#### Jewellery Arts Show

April 7 to May 1

The work of this year's graduating class will be on display at Harbourfront's Bousty Canadian Craft Shop. The first evening of the showcase will include a student awards reception from 5:30 to 8:30 p.m.

### George Brown College Spring Reading

April 13; 6:30 p.m.

Join writers Jonathan Bennett, Randy Brown, Scott Gardiner, Phil Hall, Maureen Hynes, K.I. Press, and Caro Soles in a spring celebration of George Brown's Continuing Education Creative Writing program. Reading will take place at Nicholas Hoare Books, 45 Front St. E. Admission is free and refreshments will be served. To RSVP, call (416) 415-5000, ext. 2092 or e-mail [request@gbrownc.on.ca](mailto:request@gbrownc.on.ca).

### Safe Walk Program

If you attend evening classes, events or meetings at the college and would like to ensure a safe arrival at your car or subway station, call the Safe Walk service at ext. 2721. Hours of operation:  
Monday – Thursday 6:30 p.m. – 11:15 p.m.  
Friday 6:30 p.m. – 10:30 p.m.  
Locations:

St. James — front lobbies of  
200 King Street East and 300 Adelaide St. E.  
Casa Loma — 142 Kendal Avenue,  
beside security

## Food is the way to a traveller's heart

For many travellers and tourists, dining is an important part of their experience. Often times, it is the food that can make or break a vacation.

"Food carries identity — it creates memories. That's what culinary tourism is all about," Dr. Lucy Long told the participants of the Culinary Tourism Symposium, hosted by the Canadian Institute for Advanced Culinary Arts (CIACA) and George Brown College.

Increasingly, tourists are going for experiences that revolve around the food and drink of the region they plan to visit. Dr. Long, from the Department of Popular Culture at Bowling Green State University, was just one of dozens of speakers who addressed this recent trend during the three-day symposium from March 6 – 8.

The conference began with an open discussion between Ontario food growers, food and beverage producers, culinary professionals and representatives from the provincial government such as the Hon. Bill Allen, Deputy Minister of Tourism and Recreation, and the Hon. Frank Ingratta, Deputy Minister of Agriculture and Food.

Other sessions featured speakers and experts like Dr. Long, who coined the term "culinary tourism"; Donald Ziraldo, President of Inniskillin Winery; Michael Stadlander of Eigensinn Farm; and Anita Stewart, a culinary activist, addressing a wide range of issues from branding to market research to agriculture.

It should not come as a surprise that food also featured prominently during the symposium. On the first evening, 13 Ontario culinary colleges, universities and private institutions prepared and served finger foods using ingredients unique to their respective regions. George Brown Chef School students, led by John Higgins and other Ontario chefs, served a "Feast of our Land" dinner in Siegfried's. To cap off the symposium, a historic beer tasting and dinner was held at Etobicoke's Montgomery's Inn.

"I was delighted to see the number and quality of interested parties that attended the first Culinary Tourism Symposium," said John Pye, President and CEO of Delta Hotels.

"It was encouraging to note the keen interest

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## Success in the City

Congratulations to Sharon Kinasz and Barry Hemmerling of the Registrar's Office for the awards they received from the Committee of Registrars Admissions and Liaison Officers (CRALO). Kinasz was recognized for her leadership in helping to revamp the online application process offered by the Ontario College Application Service (OCAS). Hemmerling was honoured for his work in organizing the Ontario Registrar's and OCAS forum, initiated to deal with processing and communication issues between the colleges and the application service. He was also bestowed the highest honour, the Golden Quill, for his work on the Electronic Document Imaging project which allows for the electronic transmission of transcripts through OCAS and other institutions.



Sharon Kinasz, Associate Registrar, and Barry Hemmerling, Registrar, cleaned up at the CRALO Conference winning three of the four awards recognizing the work of college registrars.

### The Continuing Education program

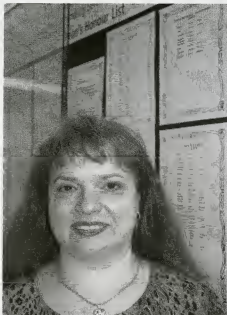
calendar received an honourable mention at this year's Trillium Awards held during the annual College Committee for Advancement conference in February. The Trillium Awards recognize all avenues of advancement including alumni affairs, development, marketing and communications, public relations, student recruitment and overall institutional advancement. ConEd received top honours in the part-time calendar category in 2002 and 2004.



Ann Heatherington, a judge from St. Clair College, presents Cheryl Dunn, Manager of Communications for George Brown's Continuing Education division with an Honourable Mention in the part-time calendar category at this year's Trillium Awards.

In recognizing that our students aren't the only ones destined for great things, Success in the City acknowledges and applauds the innovation, intelligence and dedication of college administration, staff and faculty. To submit an item about a person within the college who has been honoured for his or her achievements and community spirit, please send the recipient's name and information about the award to [cwong@gbrownc.on.ca](mailto:cwong@gbrownc.on.ca).

# List honours students who make the grade



Rachele Maciel, Student Services Officer in Community Services, took the lead on the Dean's Honour List project in her area and added her own touches to ensure the students were properly recognized for their academic achievements.

College students sacrifice a lot in order to get good grades like sleep, sustenance and often times, their sanity.

But when it's all said and done and they're acing exams, participating in class discussions and finishing the term with great grades, they deserve a pat on the back.

The recently established Dean's Honour List gives the college an opportunity to recognize the academic achievements of its students, said Michael Cooke, VP of Academic Excellence.

"Students put a lot of sweat and care into their work. Like all of us, they want feedback on what to improve and value recognition for their successes," Cooke said, who was approached by the Student Association last year, asking why George Brown did not have a college-wide recognition program. The issue was raised among administrators and it was agreed upon that it would serve to enhance the academic experience of George Brown students.

"The Dean's Honour List is a simple and highly visible way of saying "well done" to our students and it also sends a message to everyone in the college that we value excellence," said Cooke.

At the end of every term, full-time diploma students with a minimum GPA of 3.5 and full-time degree students with a minimum GPA of 3.7 receive a letter of congratulations from their Dean and are named in the Dean's Honour List cabinet, prominently located in their respective program areas.

While there is no financial component, many of the honour students from the fall semester were very happy to receive a letter from their Dean and see their names up on the list, said Rachele Maciel, Student Services Officer in Community Services.

Maciel enthusiastically managed the extensive project by pulling together a list of more than 1,000 students, mounting the lists on special paper and posting them in the Dean's Honour List cabinet.

## Action to follow survey results and discussion

After receiving the results of the employee survey, the college is listening and ready take action to make George Brown College a better place to work, says Nancy Hood, Executive Director of Human Resources.

"We realize that there are areas we need to improve," she explained. "And we are asking college employees what we can do to address these issues."

Shortly after the survey results came back in early February, senior management identified three areas that require attention and improvement: rewards and recognition, performance management and communication.

Each division of the college was then asked to hold departmental meetings to discuss these three issues and to also identify two additional areas that are of explicit concern to their department, Hood said.

The feedback and suggestions that come out of these meetings are to be submitted to management by the end of March. From that information, action items will be developed and communicated towards the end of April, she explained.

"Everyone has a responsibility and a role to play in improving the workplace environment so that it is positive and vibrant," Hood said. "We hope to resolve these issues so that they don't appear again on the next survey."

Full survey results and demographic information can be found on Insite at <http://insite>.

### EMPLOYEE SURVEY BY THE NUMBERS:

- A total of 877 full- and non full-time staff responded to the survey; about 55 per cent of eligible staff
- 20 per cent of respondents have been at the college for more than 20 years
- 23 per cent of respondents have been at the college for between 1 and 3 years
- 51 per cent of respondents were faculty
- 33 per cent were support staff

### THE HIGHS:

- **I have a personal commitment to helping George Brown – the Toronto City College – succeed.**  
92% favourable; 4% neutral; 4% unfavourable
- **I willingly invest my own time and resources to keep learning.**  
95% favourable; 3% neutral; 2% unfavourable
- **I am motivated and skilled to adapt my approaches to suit a diverse population.**  
91% favourable; 7% neutral; 2% unfavourable
- **The work that I do is a good fit with my skills.**  
87% favourable; 6% neutral; 7% unfavourable
- **I feel relatively safe in my work area.**  
84% favourable; 8% neutral; 8% unfavourable

### THE LOWS:

- **Overall, at George Brown superior performance is recognized.**  
37% favourable; 25% neutral; 39% unfavourable
- **Overall, George Brown College is an effectively managed, well-run organization.**  
37% favourable; 24% neutral; 40% unfavourable
- **In my department, workload is distributed in an equitable manner.**  
39% favourable; 22% neutral; 39% unfavourable
- **People across different programs/work areas/functions readily share information, knowledge, ideas, and best practices.**  
40% favourable; 23% neutral; 37% unfavourable
- **I receive timely communication about decisions and/or changes that affect my work.**  
45% favourable; 16% neutral; 40% unfavourable

# ECE prof leaves legacy in child care

By Georgia Quartaro and Pam Doyle,  
Centre for Community Services and  
Development

It is with much sadness that we inform you of the death of our colleague Noel Young. Noel came to the Early Childhood Education Program in 1987 and was an inspiring teacher and colleague.



Noel Young meets with a few of his ECE students at the Nightingale campus circa 1990.

He was passionate about his work in school-age child care and was a founding member of the School Age Care Association of Ontario authoring the 1994 publication "Caring for Play: The School and Child Care Connection."

Noel was a determined advocate for child care and was a frequent workshop leader, speaking extensively to child-care professionals and educators across Ontario. He was particularly dedicated to Campaign 2000, which aims to end child poverty in Canada.

Noel founded the Social History Project at George Brown College. This project uses archival images to detail significant events in Canada's social history and provides students and faculty with many opportunities to explore issues related to poverty, child care, and health.

Noel will be sorely missed by his many friends, his partner Ann and daughter Mieke.

## Symposium (continued from page 2)

and knowledge that already exists on the topic."

The symposium coincided with another Culinary Tourism project being undertaken by George Brown College — a contract was awarded to CIACA by the provincial government to formulate a culinary tourism strategy for Ontario, said Barbara Shopland, Project Manager, CIACA.

The commitment of the CIACA is to support both the strategy and the symposium over the next three years with continued partnerships with the tourism industry and its stakeholders.

"Culinary tourism begins and lives in rural and urban communities but needs to be supported at a provincial level," Shopland explained. "This initiative is helping our industry learn about what foods are grown locally, prepared and presented creatively and inspired by the stories of who we are culturally. This is what travellers and visitors to Ontario expect to experience."

## AROUND GEORGE BROWN

■ On March 16, the graduates and current students of the **Institute without Boundaries**, a program offered jointly by **George Brown's SCHOOL OF DESIGN and Bruce Mau Design**, enjoyed some time in the spotlight for their work on the Massive Change exhibit now showing at the AGO. During the Making of Massive Change panel discussion, IwB students shared their experiences working on the exhibit which has received national coverage since it first opened at the Vancouver Art Gallery last October and at the AGO mid-March.

Moderated by **Luigi Ferrara, Chair of the SCHOOL OF DESIGN**, the discussion included seven IwB students. Each speaker talked about his or her background, how they got involved in the program, what their individual role was in the making of the exhibit and what they took away from their year working with famous designer Bruce Mau. Many of them spoke about their search for a new career direction and the instant connection they felt with the IwB program when they discovered it. "The Institute without Boundaries promised unorthodox learning," explained one student. Although many of them described their year as frustrating, overwhelming and challenging at times, it was clear that in the end, their involvement

left a lasting, positive impression on their own lives and on those around them.

"Massive Change became a movement," said one panelist. "My parents started volunteering and our family recycles more." Two other IwB grads have since started their own business called Work Doing.

■ From March 14 to 18, the 13th Annual Labour Fair brought important work issues to the forefront at George Brown College. Labour experts, filmmakers, performers and our very own PEN Lecturer-in-Residence focused on various aspects of a broader theme — Shrinking Wages, Expanding World: The Role of Unions in the 21st Century. Guest speakers visited classes throughout the week to lecture on topics ranging from labour and the arts to unions working against racism. Highlights of the week included Aaron Berhane, George Brown's Lecturer-in-Residence speaking about human rights, a screening of *El Contrato*, an independent film by Min Sook Lee that looks at the experience of Mexican migrant workers in southwestern Ontario and the Turtle Gals Performance Ensemble, presenting excerpts from *The Triple Truth*. "The Labour Fair this year was a huge success," said Maureen Hynes, Co-ordinator of the School of Labour. "What impressed me the most was what great role models the

speakers are. Whether they are prominent labour leaders or shop-floor activists, they are all working people who are amazingly committed to their work, passionate about these issues, and often so eloquent and moving."

■ March 16th was a big night for George Brown College fashion grads Cindy Custodio and Cynthia Florek. Not only was their latest collection featured in the Toronto Fashion Incubator's (TFI) New Labels fashion show during Fashion Week, the CINCYN duo won the New Labels Fashion Award. The honour included a \$1,000 cash prize, a one-page editorial in ELLE Canada Magazine, a one-year Outreach membership to the TFI and participation in the New Labels show at no cost.



Cindy Custodio (left) and Cynthia Florek are all smiles after winning the Toronto Fashion Incubator's New Labels Fashion Award. The two girls, known as CINCYN, are graduates of George Brown's fashion program.